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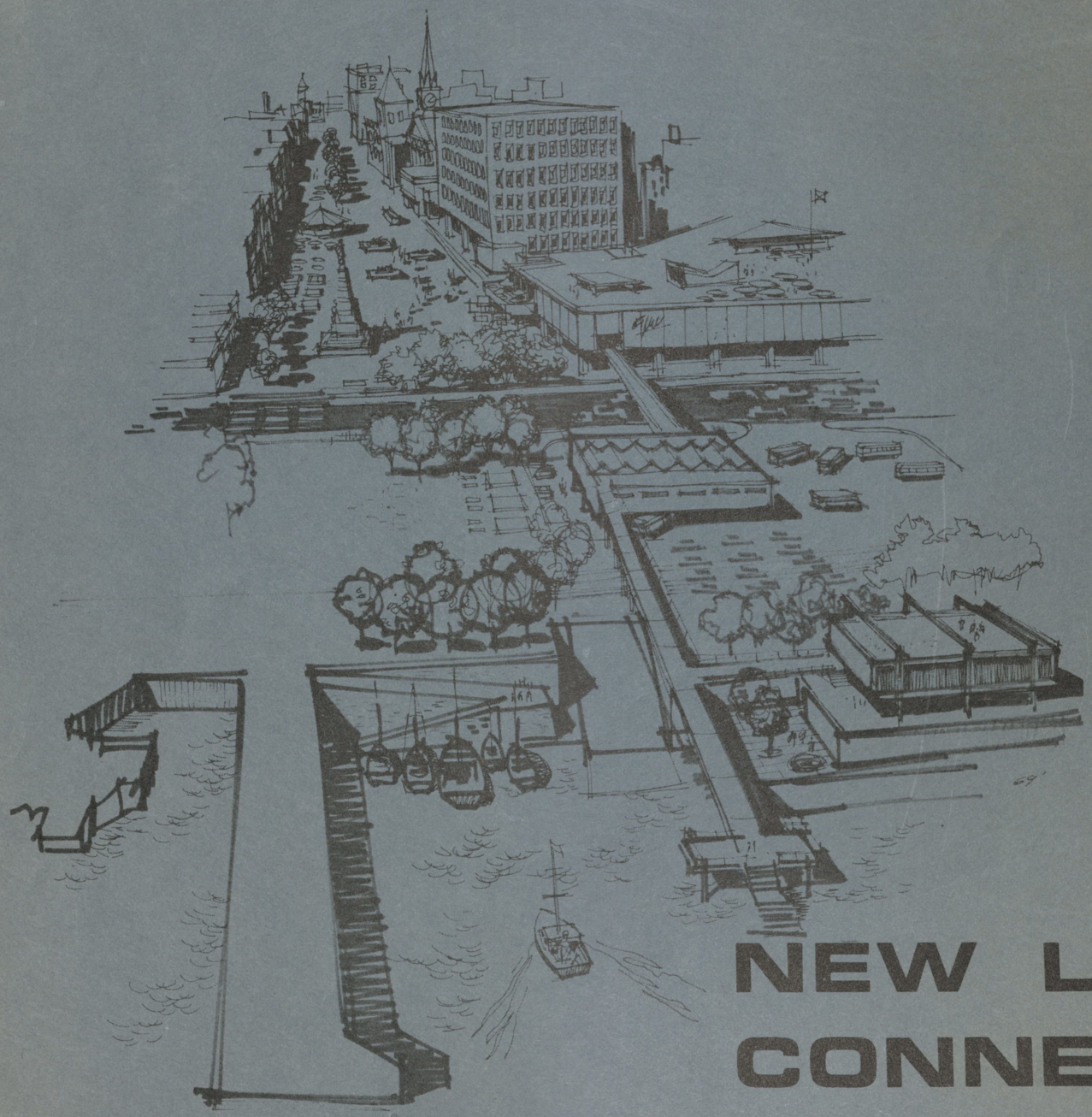

NEW LONDON CONNECTICUT

COMMUNITY PROFILE

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GENERAL

LOCATION

New London is located in New London County in Southeastern Connecticut, approximately 45 miles southeast of Hartford and 50 miles east of New Haven. It is bordered on the north and west by the Town of Waterford, on the east by the Thames River and the City of Groton, and on the south by Long Island Sound.

AREA

New London has an area of 6.2 square miles.

ALTITUDE

The altitude ranges from sea level to the highest elevation at Connecticut College which is 242 feet above mean high water.

GEOLOGY AND TOPOGRAPHY

The bedrock formations of the area consist of complexly folded, acid crystalline gneisses, schists and granites. These relatively unweathered formations furnish the parent materials for most of the soils.

All of the area is covered by complex glacial deposits scoured from local bedrock. Glacial till, an unsorted mixture of boulders, gravel, sand, silt and clay, covers most of the uplands and was deposited directly by the ice. Depth of the till varies from a few inches to more than ten feet. Photogrammetric maps of the City at 1" = 40' scale with 1' contours were made in 1966 and are available at the Public Works Office.

CLIMATE

Average annual temperature:	40° F
Average annual precipitation:	47 inches
Average annual snowfall:	25 inches

HISTORY

New London (originally called Nameaug) was founded May 6, 1646, named New London in March 1658, and adopted a City Charter in 1921. At one time, the commerce of New London was exceeded by only two ports in America that of Boston and New York. Thus, for many years, New London was the focal point of trade and commerce in Southeastern Connecticut and indeed the East. Today New London is essentially a residential, retail trade and service center, and an outstanding educational center. The City also houses the U. S. Coast Guard Academy and the United States Naval Underwater Systems Center which is a world leader in the field of marine research.

POPULATION

According to the 1970 U.S. Census, the New London population is 31,630.

HOUSING

Number of dwelling units as of 1970 Census: 10,708

Building permits are required in New London, and the following table is indicative of the number and value of permits issued annually since 1965:

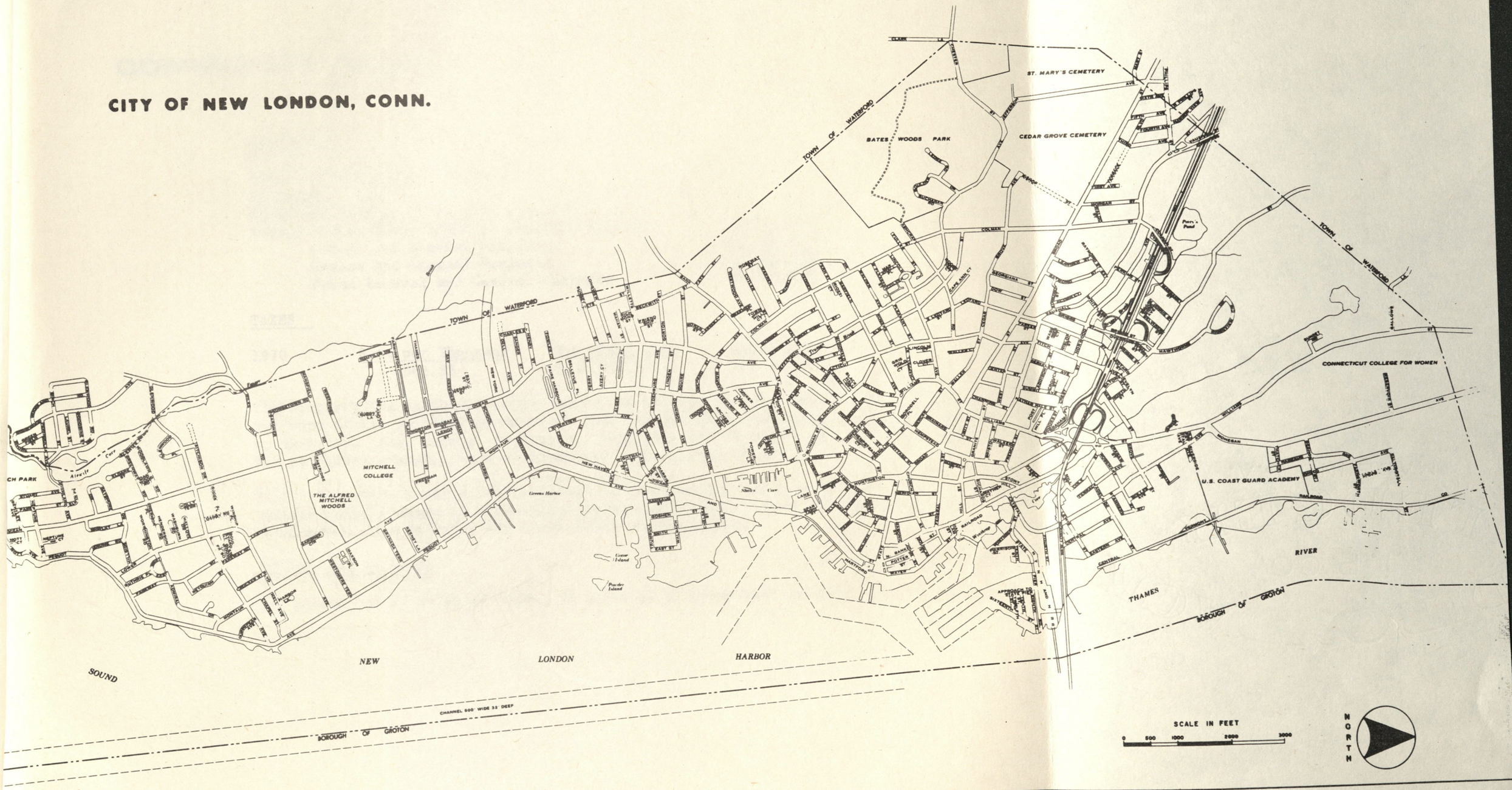
Year	Total No. of Permits	Value of Permits
1965	748	$5,027,180
1966	698	2,935,128
1967	622	7,380,181
1968	470	2,618,943
1969	594	7,236,725
1970	1336	13,341,188

PLANNING AND ZONING

The City Planning Board has been in existence since 1921. It advises the City Council, which serves as the zoning authority, on all matters of public development. A zoning ordinance had been adopted by the governing body in 1925 and completely revised in December, 1969.

A consistent thread of planning studies and updated regulations produced as part of the planning process have been instrumental in shaping New London's development pattern during the past decade. New London has been designated as a model cities area and is in the process of urban redevelopment.

CITY OF NEW LONDON, CONN.



COMMUNITY DATA

GOVERNMENT

Type: Council, City Manager
Employees: 337
Operating Budget, 71-72 - $13,456,622.

Bonded Indebtedness 6/30/71 General Purposes	$1,555,000.
School and General Purposes	$11,182,000.
Sewers and General Purposes	$3,539,000.
Urban Renewal and General Purposes	$2,185,000.

TAXES

1970	Rate per Thousand	Net Grand List	Grand Levy
	$61.55	$135,839,815.	$6,694,597

The Property Tax is the principal source of revenue for New London. Real estate, but very little personal property of individuals other than automobiles, is subject to this tax. Real estate, machinery, furniture and fixtures, and inventories are the principal taxable items of industrial and commercial taxpayers.

Full information relative to business and non-business taxes to be paid by a manufacturing company in Connecticut is available upon request to the Connecticut Development Commission or the Connecticut Tax Department.

STREETS AND HIGHWAYS

New London has 73 miles of roads, 71 miles of it paved and lighted.

STREET CLEANING AND SNOW REMOVAL

Employees: 25
Equipment: 7 large trucks, 1 medium truck, 2 payloaders, 1 grader

The program consists of sanding and salting the pavements and sidewalks, snow plowing, and snow removal. There is a sand box program within the division. The facilities are brought into action on signal from a twenty-four hour weather watch.

SEWER SYSTEM

There is a sewage treatment plant, and an incinerator, located on Trumbull Street near Shaw's Cove. Secondary sewage treatment facilities are under design and the incinerator is scheduled for discontinuance in favor of a waste shredding operation.

Miles of Sewer Mains - 75

REFUSE AND GARBAGE COLLECTION AND DISPOSAL

Number of weekly collections: 1 (residential), 2(Commercial)
Departmental employees: 22
Equipment: 8 Collector trucks and 3 open dump trucks
Disposal: Incineration and land fill, shortly to be replaced by shredding and land fill.

WATER SUPPLIES

The Water Department has an office on the third floor of the Municipal Building. It has three reservoir areas and four pumping stations. The interconnected drainage areas and reservoirs are located approximately 8 miles northwest of the City of New London.

Location and capacity of reservoirs:

Barnes Lake Reservoir	170,000,000 gallons
Fairy Lake	235,000,000 gallons
Bogue Brook Reservoir	212,000,000 gallons
Lake Konomoc	672,000,000 gallons

Average daily consumption: 4.05 million gallons
Potential discharge with present facilities: 21.6 million gallons a day

Pressure maintained: The pressure under normal conditions in the City ranges between 80-100 psi/during the day.

Water rates in detail may be obtained upon request from the City of New London, Water Department.

POLICE PROTECTION

Main Station, 111 Union Street
Personnel: 76 Paidmen and 27 supernumeraries
Equipment: 7 pieces of motor equipment with three-way radio, 2 station wagons, 2 motor scooters, 1 boat

FIRE PROTECTION

Location of Stations and Equipment:
Headquarters: 289 Bank Street, 1 Engine Company, 1 Ladder Company, 1 Ambulance

North Station, Brainard Street - 2 Engine Companies

South Station, Lower Boulevard - 1 Engine Company

Riverview Avenue - 1 Engine Company, 1 Ladder Company

The Fire Department consists of 74 paid men and between 400-500 volunteers. Two new stations are scheduled to be constructed during 1972 which will relocate the Engine and Ladder Companies presently at North, South and the Riverview Avenue Stations to new facilities.

The City has 600 hydrants and 176 call boxes. The National Board of Fire Insurance Underwriters has given New London a class 4 rating, which is better than average risk condition.

SCHOOLS

The New London education system includes the following:

Public grade schools: 8
Public junior high school: 1
Public high school: 1

Total enrollment, all schools, 10/1/70 - 4943 pupils

Number of public school teachers: 252

Current public school budget: $5,936,479

Parochial elementary schools: 2
Diocesan high schools: 1
Total enrollment: 1,779
Number of teachers: 66

Williams School: private coed, grades 7-12
enrollment: 149
faculty: 11 full time, 9 part-time

INSTITUTIONS OF HIGHER LEARNING

United States Coast Guard Academy
Connecticut College
Mitchell College
New London Business College
Mohican Community College

LIBRARIES

New London Public Library: 58,200 volumes
Circulation: 86,000
New London Historical Society: 4,500 volumes

Private: Palmer Library, Connecticut College: 267,279 volumes
Mitchell College Library: 40,000 volumes

POST OFFICE

Classification: First
Postal receipts June 30, 1970 - $968,955.95

MEDICAL

The Lawrence and Memorial Hospitals, established in 1912, is fully accredited by the Joint Commission on Accreditation of Hospitals. It has 354 beds, 54 bassinets.

Lawrence and Memorial has a diploma School of Nursing accredited by the National League of Nursing, plus numerous formal and informal training courses. It has an American Medical Association approved three year residency in Obstetrics and Gynecology, one year Surgical residency in preparation for specialty training, and a two year rotating internship.

Ground breaking for the $6.5 million wing at the hospital took place in August, 1969. The structure houses expanded laboratories, additional therapy and x-ray facilities, and 2 patient floors.

The Hospital sponsors out-patient and child clinics.

SEASIDE REGIONAL CENTER -- Although Seaside Regional Center is outside the physical boundaries of New London and it is a state run institution, it has direct bearing on care offered for the retarded of New London. The care provided for the mentally retarded includes: testing, therapy and treatment, and a residential treatment center.

Physicans with local offices:	87
Dentists with local offices:	30
Convalescent homes:	7

CULTURE AND RECREATION

CULTURAL ACTIVITIES

New London offers a great variety of cultural activities and opportunities. Connecticut College conducts a concert series of nationally known musical soloists and orchestras and showing of outstanding foreign films. During the summer, the American Dance Festival is held in New London at Connecticut College and the Music Vale Opera Company has a series of operas at Mitchell College.

The Lyman Allyn Museum houses a permanent collection of art objects from both European and American artists and works by Connecticut artists. There are lectures and seminars on the arts in addition to concerts, movies and art classes for children and adults.

The Thames Science Center sponsors field trips, movies, and classes in the public schools. There are also exhibits in the Center's museum, classes and work shops for children and adults, field trips, films, and summer environmental science study day camp.

The New London County Historical Society sponsors a museum in the Shaw Mansion, and a library.

The Southeastern Connecticut Symphony, Inc., provides the area's professional musicians the opportunity of performing symphonic works with soloists of renown, under gifted direction.

The U. S. Coast Guard Academy sponsors many concerts by its internationally known band, as well as bringing many artists of national significance to the City.

The Eugene O'Neill Theater Foundation, Inc., maintains a mansion, amphitheater, farmhouse, and a theater in Waterford. It hosts the National Playwright's Conference in the summer, sponsors the National Theater of the Deaf, and the Community Theatre.

The Southeastern Connecticut Arts Council was founded in 1967, for the purpose of increasing public awareness, and thereby support, of the arts available in the area, to increase arts activity and to upgrade the art offerings, when possible.

There are also numerous buildings preserved for their historical importance.

POINTS OF INTEREST

Ocean Beach Park
The United States Coast Guard Academy - The "EAGLE" - Cadet Training Ship
Connecticut College
The Nathan Hale School House
Ye Ancientest Burial Grounde
The Olde Towne Mill
The Huguenot House
Hempsted House 1678
Shaw Mansion
Bates Woods Park and Zoo

PARKS

Within New London, there are presently 11 parks with 258.2 acres of land devoted to this use.

Ocean Beach Park, on Long Island Sound, is a recreational facility of statewide significance which provides amusements, picnic facilities, miniature golf, restaurants, and an olympic swimming pool in addition to its fine beach. Twenty Red Cross accredited lifeguards are on duty each weekend and twelve on week days. Other recreational areas provide additional facilities for softball, tennis, basketball, picnicing and ice-skating. There is a zoo and nature center at Bates Wood Park.

Private recreational facilities include the Connecticut College Arboretum, a 350 acre tract of bridle paths and natural woodland, the Alfred Mitchell Woods Park, which is a 36 acre privately owned park open to the public. Private recreational facilities also include 3 bowling centers, 2 billiard parlors, 3 marinas and 2 motion picture theaters.

CLUBS AND ORGANIZATIONS

Service Clubs: Kiwanis, Lions, Rotary, Soroptimists

Social Organizations: American Legion, V.F.W., Boy Scouts, 4-H, B.P.O.E., B'na B'rith, Independent Order of Odd Fellows, Knights of Columbus, Loyal Order of Moose, Masonic Order, Sons of Norway, Ancient Order of Hibernians, Junior Women's Club, Thames Yacht Club, Bridge Club, Sportsmen's Club, among many others.

CHURCHES

New London has churches serving the following denominations and others: Baptist (2), Catholic (4), Christian Scientist (1), Congregational (2), Episcopal (1), Lutheran (1), Methodist (2), Jewish (4), Greek Orthodox (1), Salvation Army, Jehovah's Witnesses and Unitarian.

NEWSPAPER, RADIO AND TELEVISION

(Evening) The New London DAY, exceeding 36,000 circulation, covering trade area, with Associated Press wire service, synidcated material, state and local news. Morning coverage of the City is provided by the Norwich BULLETIN, and the Hartford COURANT.

Station	AM	FM
WSUB, Groton	980	105.5 mc.
WNLC, New London	1510	
WICH, Norwich	1310	97.7 mc.
WTYD, New London		100.9 mc.
WCNI, New London		91.5 mh.

Television

Channel 3 - CBS - WTIG - Hartford, Connecticut
Channel 4 - NBC - WBZ - Boston, Massachusetts
Channel 6 - ABC - WTEV - New Bedford, Massachusetts
Channel 8 - ABC - WTNH - New Haven, Connecticut
Channel 10- NBC - WJAR - Providence, Rhode Island
Channel 12- CBS - WPRI - Providence, Rhode Island
Channel 53- WEDN - Norwich, Connecticut

Hotels and Motels

Twelve motels and three hotels in the area provide tourist facilities for the accommodation of out-of-town visitors and guests.

MARKET DATA

INDUSTRIAL AND COMMERCIAL

New London is one of a 11-town region defined as the New London Labor Market Area which includes East Lyme, Groton, Ledyard, Lyme, Montville, New London, North Stonington, Old Lyme, Salem, Stonington and Waterford.

New London Labor Market	Dec. '67	Dec.'68	Dec. '69	Dec. '70
Total non-Agricultural Employment	49,740	49,800	51,150	49,860
Manufacturing	23,540	23,430	24,390	21,150
Non-Manufacturing	26,200	26,370	26,970	28,440

State of Connecticut, Department of Labor
200 Folly Brook Blvd, Wethersfield, Connecticut

	Aug. '71
Total Non-Agricultural Employment	51,080
Manufacturing	20,260
Metallic	14,710
Non-Metallic	5,550
Non-Manufacturing	30,820
Construction	1,820
Transportation (inc. R.R.)	1,520
Communications & Utilities	800
Trade	9,330
Wholesale	1,100
Retail	8,230
Finance, Ins. & Real Estate	960
Service (Inc. non-profit)	6,990
Government	9,400

Unemployment - New London Area

Midmonth		Total	Ratio to Labor Force	Men	Women
August	1971	4,200	6.9%	2,500	1,700
July	1971	4,800	7.7%	2,900	1,900
June	1971	5,200	8.5%	3,300	1,900
March	1971	3,300	5.8%	2,200	1,100
August	1970	3,100	5.2%	1,800	1,300

Occupational Wage Rates

Occupational wage rates vary from industry to industry or within an individual establishment, depending on the degree of training of precision required for a particular task. In addition, published wage rates for specific occupations become rapidly outdated. As any effort to show a detailed breakdown of skilled or semi-skilled occupational wage rates in the various categories would be too voluminous to be included in this report, it is suggested that requests for specific information be directed to the Research Division of the Connecticut Development Commission or the Connecticut Labor Department.

Manufacturers and Products

Industrially, the New London Regional interests are diversified. The Region's forerunner in shipbuilding, printing press manufacturing and fabric milling have developed into famous submarine yards, pharmaceutical products, radio and television equipment, diesel engines, tool manufacturing, thread, textile fabrics, all types of apparel, paper tubes, paper box and board manufacturing exemplifying the wide range of occupations of its more than 31,000 people.

Of particular note, major manufacturers in the Region are: General Dynamics, Electric Boat Division, which employs 14,000; Charles Pfizer & Company, Inc., which employs 2100.

New London's largest employer is the Naval Underwater System Center. Here, task forces of scientists, engineers and technicians conduct a vital program of research and development in the area of underwater acoustics and undersea warfare.

The System Center employes over 1400 civilians and approximately 50 Naval personnel are assigned. Its annual payroll of over $22,000,000 provides considerable revenue and economic stability to the Southeastern Connecticut area.

Over the years, the System Center has provided the Navy with an uninterrupted flow of highly successful developments, each of which has made its mark on some phase of the Navy's tactical and strategic missions. Today, the facility is a world leader in its field.

The Sheffield Tube Corporation, which employes 500 workers, is New London's largest private manufacturer.

Community Attitude Towards Business

The Mayor's Economic Development Commission and the Economic Development Corporation of New London Model Cities, are committed to the further expansion of New London's industrial and commercial base.

Sources of commercial and industrial information concerning New London are: the City Manager's office, New London Redevelopment Agency, Chamber of Commerce, Economic Development Corporation.

Retail Trade

New London is the retail shopping center for a wide geographical area that serves a radius of from 10 to 20 miles north, east and west of the City and encompasses a population in excess of 125,000.

Approximately one of every nine non-farm workers in the New London market area is employed by retail trade establishments.

In New London during 1970, retail sales totalled $123,305,000 ranking first in New London county.

TRANSPORTATION

Rail: Penn Central between Boston and New York

Motor Truck: Twenty-one common carrier truck operators serve Southeastern Connecticut. Six have local terminal facilities. Truck transit time to metropolitan New York requires an estimated three hours.

Air: Allegheny Airlines and Pilgrim Airlines operate regular flights from Trumbull Airport in Groton to Philadelphia, Washington, Norfolk, New York and Boston. Charter service is available both at Trumbull Airport in Groton and New London Airport in Waterford.

Passenger Bus Service:

(1) Blue Line - daily service to Springfield, Massachusetts and back to New London.

(2) Greyhound Bus Lines - daily service to Providence and New York City.

(3) Savin Bus Company - Local and area service.

(4) Almeida Bus Lines - Daily service to Providence. The service originates in New London.

(5) Eastern - daily service to Hartford.

Water: Terminal and berth facilities are available at the State Pier in New London, which has both inside and outside storage capacity.

Ferry System: There are two systems serving the offshore islands:

The Fishers Island Ferry District - provides transportation to Fishers Island 11 times a week.

The Orient Point Long Island, New York Ferry - provides transportation to Long Island on a seasonal basis.

These two companies provide the greater portion of transportation to Long Island, New York and Fishers Island. During the summer months, ferry service is provided to Block Island.

Highways: The various routes serving the Region are Interstate 95, the Connecticut Turnpike, U. S. Route 1, State Highways 12, 32, 27, 2, 184, 85, 156 and 161.

Taxi Service: There are four cab companies originating from New London having daily service:

Arrow Cab Company - upon request
Blue Cab Company - upon request
United Taxi Company - upon request
Yellow Cab Company - upon request

PUBLIC UTILITIES

Electric:	The Hartford Electric Light Company Number of customers: 11,014
Gas:	The Hartford Electric Light Company Number of customers: 7,631

The Hartford Electric Light Company assists new industry and business in their electric or gas service layout, provides a consulting group for lighting, both interior and exterior, and is available in a general advisory capacity.

Telephone Service:	Southern New England Telephone Company Number of accounts - 22,746

The local calling area includes Ledyard, Mystic, Niantic and Norwich.

BANKING AND FINANCE

Commercial Banks

The Connecticut Bank & Trust Company - one branch	
Total assets of parent bank 6/30/71	$1,176,798,452
Total deposits	991,505,409
Common stock	18,771,110
Surplus	31,871,480
Undivided profits	29,581,459
The Hartford National Bank - two branches	
Total assets of parent bank 6/30/71	$1,253,997,000
Total deposits	1,012,061,000
Common stock	227,214,000
Shareholders' equity	81,098,000
The Winthrop Bank and Trust Company	
Total assets 6/30/71	$13,448,948.45
Total deposits	11,435,348.26
Common stock	400,000.00
Surplus	800,000.00
Undivided profits	348,262.59

Savings Banks

The Savings Bank of New London	
Total assets 6/30/71	$113,542,610.75
Real estate mortgage loans	3,790,764.35
Total deposits	87,324,988.97
Surplus	4,000,000.00

Savings and Loan Associations

New London Federal Savings and Loan Association	
Total assets 12/31/70	$55,892,076.87

Local banking facilities can adequately handle large commercial and industrial accounts. The savings bank represent a source of long-term money for housing finances

For further information, contact: Development Coordinator
31 Union Street
New London, Connecticut 06320

Phone: 442-4337 - Area Code 203